

## High Plains Warrior readership survey

(Editor's note)

On Page 10 of this issue of the High Plains Warrior, we've included a readership survey for our readers to accomplish that will help us determine whether or not we're satisfactorily meeting your information needs.

As a source of information, the base newspaper is the commander's number one tool for publicizing issues, policies and events that are important to the wing. I believe we do a good job of doing that, but we can always improve.

With only a finite amount of room to publish information weekly in the newspaper, it's a sometimes-challenging decision making process determining what to publish and what not to publish on a weekly basis.

As a reader, you can help us make a better determination by filling out the survey and returning it at your convenience.

Return the survey to the public affairs office in Bldg. 500, Room 150A. Or, if you'd like, you can cut and paste the survey from Distro F; into an e-mail and send it to us at 341SWPA@malmstrom.af.mil, or fax it to 731-4048.

Thank you for taking the time to accomplish the survey. We look forward to serving your information needs.

**INSTRUCTIONS:** Read each question carefully and choose the response from the list that best applies to you. Choose only ONE response, unless the question indicates otherwise.

1. I read the *High Plains Warrior*:

Never  At least occasionally  Every week

Please use the following scale. Circle only the one response that best reflects your opinion.

1 - Disagree    2 - Neither Disagree or Agree    3 - Agree

2. The writing in the *High Plains Warrior* is easy to understand.    1    2    3

3. The *High Plains Warrior* provides adequate coverage for enlisted.    1    2    3

4. The *High Plains Warrior* provides adequate coverage for officers.    1    2    3

5. The *High Plains Warrior* provides adequate coverage for civilians.    1    2    3

6. In terms of the *amount of stories*, rate the *High Plains Warrior* at recognizing local people with stories and photos.

Excellent  Very good  Satisfactory  Below Satisfactory  Poor

7. In terms of the *quality of stories*, rate the *High Plains Warrior* at recognizing local people with stories.  Excellent  Very Good  Satisfactory  Below Satisfactory  Poor

8. In terms of the *amount of information*, how would you rate the *High Plains Warrior* as a source of information about the base? (Check only one response)

Excellent  Very Good  Satisfactory  Below Satisfactory  Poor

9. In terms of the *quality of information*, how would you rate the *High Plains Warrior* as a source of information about the base? (Check only one response)

Excellent  Very Good  Satisfactory  Below Satisfactory  Poor

10. In terms of the *amount of the stories*, how would you rate the *High Plains Warrior* as a source of information about the Air Force? (Check only one response)

Excellent  Very Good  Satisfactory  Below Satisfactory  Poor

11. In terms of the *quality of the stories*, how would you rate the *High Plains Warrior* as a source of information about the Air Force? (Check only one response)

Excellent  Very Good  Satisfactory  Below Satisfactory  Poor

12. In terms of the *amount of photos and graphic illustrations*, how would you rate the *High Plains Warrior*?

Excellent  Very Good  Satisfactory  Below Satisfactory  Poor

13. In terms of the *quality of photos and graphic illustrations*, how would you rate the *High Plains Warrior*?

Excellent  Very Good  Satisfactory  Below Satisfactory  Poor

14. Where do you get copies of the *High Plains Warrior*? (Mark all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> A. Base distribution | <input type="checkbox"/> G. Dining Facility                                |
| <input type="checkbox"/> B. Work area         | <input type="checkbox"/> H. Malmstrom Clinic                               |
| <input type="checkbox"/> C. Base Exchange     | <input type="checkbox"/> I. Club, library, hobby shop, other Services area |
| <input type="checkbox"/> D. Commissary        | <input type="checkbox"/> J. Other, Please specify _____                    |
| <input type="checkbox"/> E. Base housing      |  |
| <input type="checkbox"/> F. Dormitory         |  |

15. Which sections of the *High Plains Warrior* do you regularly read (check all that apply)?

Local news  Air Force news  AFSPC news  Commander's Corner   
 Action Lines  Community notes  Chapel Happenings  Editorials  Services  
 Happenings  Services Highlighter  Fitness and Sports

16. What is your age?

18 and younger  19-21  22-24  25-34  35-44  45-54  55  
 and over

17. What is your gender?  Female  Male

18. What is your primary Air Force affiliation? (Choose only one response)

Active-duty  Reserve  Air Guard  Civilian Employee  Retired  
 Family member (Skip to Question #26)

19. What is your grade?  E-1 to E-4  E-5 to E-6  E-7 to E-9  O-1 to O-3  
 O-4 through O-6  O-7 and above  Civilian

20. What is your civilian pay grade?

I'm a family member and NOT an Air Force civilian employee  
 GS 1-3; WG 1-7; WL 1-4  GS 4-6; WG 8-12; WL 5-11; WS 1-4  GS 7-9; WG 13-  
 21; WL 12-14; WS 5-9  GS 10-12; WS 10-13  GS/M 13-15; WS 14-17

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